



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-03-2012 PAGE: 1 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No 401191	Contract Dt 10-01-2012	Revision Dt 10-02-2012	Rev# 1	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA				
Agency Est#			CMS # 245529	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End Date 10-08-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 245529		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-02-2012	10-05-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30		1	1	2	1			5	1,000	5	5,000.00	
2	10-08-2012	10-08-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30	1							1	1,000	1	1,000.00	
3	10-02-2012	10-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		3	3	3	3			12	1,400	12	16,800.00	
4	10-08-2012	10-08-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	3							3	1,400	3	4,200.00	
5	10-02-2012	10-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30		2	2	2	2			8	1,400	8	11,200.00	
6	10-08-2012	10-08-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30	2							2	1,400	2	2,800.00	
7	10-02-2012	10-05-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	9	30		1	1	1	1			4	1,000	4	4,000.00	
8	10-08-2012	10-08-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	9	30	1							1	1,200	1	1,200.00	
9	10-02-2012	10-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30		1	1	1	1			4	3,000	4	12,000.00	
10	10-08-2012	10-08-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	1							1	3,000	1	3,000.00	
11	10-06-2012	10-07-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	30						1	1	2	1,000	2	2,000.00	
12	10-02-2012	10-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		1	1	1	1			4	1,800	4	7,200.00	
13	10-08-2012	10-08-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30	1							1	2,000	1	2,000.00	
14	10-02-2012	10-05-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30		1	1	1	1			4	2,000	4	8,000.00	
15	10-08-2012	10-08-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30	1							1	2,500	1	2,500.00	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est#			CMS # 245529	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End Date 10-08-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 245529		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
16	10-02-2012	10-05-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30		1	1	1	1			4	2,000	4	8,000.00	
17	10-08-2012	10-08-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30	1							1	2,500	1	2,500.00	
18	10-08-2012	10-08-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	9	30	2							2	9,000	2	18,000.00	
19	10-02-2012	10-02-2012	10:00PM - 11:00PM	PRIME TU10 (7016)	9	30		1						1	9,000	1	9,000.00	
20	10-07-2012	10-07-2012	09:00PM - 10:00PM	PRIME SU9 (7050)	8	30							1	1	13,000	1	13,000.00	
21	10-02-2012	10-07-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30		1	1	1	1	1	1	6	2,500	6	15,000.00	
22	10-08-2012	10-08-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1							1	3,200	1	3,200.00	
23	10-07-2012	10-07-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	30							1	1	500	1	500.00	
24	10-07-2012	10-07-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	9	30							1	1	550	1	550.00	
25	10-06-2012	10-07-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	9	30						1	1	2	700	2	1,400.00	
26	10-06-2012	10-06-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	9	30						1		1	500	1	500.00	
27	10-06-2012	10-06-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	9	30						1		1	500	1	500.00	
28	10-07-2012	10-07-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	9	30							1	1	400	1	400.00	
29	10-02-2012	10-02-2012	08:00PM - 09:00PM	PRIME TU8 (7014)	8	30		1						1	6,500	1	6,500.00	
30	10-03-2012	10-03-2012	08:00PM - 09:00PM	PRIME WE8 (7019)	8	30			1					1	7,000	1	7,000.00	

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31	10-04-2012	10-04-2012	10:00PM - 11:00PM	PRIME TH10 (7040)			8	30				1				1	10,000	1	10,000.00	
32	10-07-2012	10-07-2012	10:00PM - 11:00PM	PRIME SU10 (7051)			9	30							1	1	5,500	1	5,500.00	
33	10-08-2012	10-08-2012	10:00PM - 11:00PM	PRIME MO10 (7010)			9	30	1							1	5,500	1	5,500.00	
34	10-05-2012	10-05-2012	10:00PM - 11:00PM	PRIME FR10 (7044)			9	30					1			1	4,000	1	4,000.00	
35	10-04-2012	10-04-2012	08:00PM - 09:00PM	PRIME TH8 (7038)			8	30				1				1	5,500	1	5,500.00	
36	10-02-2012	10-05-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)			9	30		1	1	1	1			4	1,200	4	4,800.00	
37	10-08-2012	10-08-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)			9	30	1							1	1,200	1	1,200.00	
																Contracted Gross Total:		88	205,450.00	
																Actual Gross Total:		88	205,450.00	
																Agency Commission:			30,817.50	
																Net Total:			174,632.50	
Month/YR		Preempted		Made Good		Contract Total		Adjustments								Actual Total				
Oct 12		0.00		0.00		205,450.00		0.00								205,450.00				
TOTAL		0.00		0.00		205,450.00		0.00								205,450.00				

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